LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(P04)
Printed in U.S.A.
AD# 359-C2 "BONANZA1"-REQ# M-93330-Page 4/C (9" x 12")-Newstabs, 1987

PLAYERS LIGHTS 25's

5 extra per pack!

Bonanza!

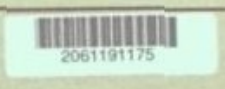
Kings & 100's Regular and Menthol

© Philip Morris Inc. 1987

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine—100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



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